

# FOR IMMEDIATE RELEASE

## CONTACT:

Michele VonGerichten  
Pursuit Boats  
3901 St. Lucie Boulevard  
Ft. Pierce, Florida 34946  
Voice: 772-465-6006  
Fax: 772-465-7195  
mvongerichten@pursuitboats.com

## **Pursuit Boats Welcomes The Lauderdale Marina To Dealer Network**

Ft. Pierce, Florida — Pursuit Boats is excited to announce the appointment of The Lauderdale Marina as the exclusive Pursuit dealer for Broward, North Dade and southern Palm Beach counties. The Lauderdale Marina facility is located at 1900 S.E. 15<sup>th</sup> Street, Fort Lauderdale, FL. Their phone number is 954-523-8507 and their website is [www.lauderdalemarina.com](http://www.lauderdalemarina.com).

The Lauderdale Marina and Pursuit share a common history as family businesses dedicated to the marine industry for over 60 years. Robert Cox, the founder of The Lauderdale Marina, and Leon Slikkers, founder of Slickcraft, S2 Yachts, Tiara Yachts and Pursuit Boats, began their businesses in the mid 1940's with the goal of delivery superior boats and services to the boating community. Both founders remain active in their businesses with third-generation family members active in the day-to-day operations. This association will bring over a century of experience in delivering premium boats and services to discriminating boaters in South Florida.

George Hetzel, Vice President of Sales and Marketing says, "Pursuit's decision to add The Lauderdale Marina fits our strategy to have large dealer territories with waterfront facilities capable of handling our complete line of boats and provide the level of service our current clients expect."

Pursuit Boats is a division of Holland, Michigan-based S2 Yachts, Inc. For more than half a century, three-generations of this family-owned business has set an unsurpassed standard of quality in marine design and manufacturing. From their modern, recently expanded production facility in Ft. Pierce, Florida, the Slikkers family continues to build distinctive outboard powered fishing boats in Offshore, Center Console and Sport configurations, in models from twenty-three to thirty-seven feet. S2 Yachts also produces Tiara Yachts, whose inboard power models include Open, Sovran, and Convertible models ranging in size from thirty to fifty-eight feet are built in Holland, MI.

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